

Downtown Fond du Lac Partnership News Bulletin

June 2016

You can download a PDF of the most recent News Bulletin by [clicking here](#).

In an attempt to keep newsletters as brief as possible, details about on-going support and activities for downtown business and property owners can be found on our site: <http://www.downtownfdl.com/dfp/support.html>

Important Dates and Deadlines

June 11, 8 a.m.-12 p.m. – [Saturday Farmers Market](#) *continues every Saturday*

June 15, 8-9 a.m. – Downtown Morning Marketing Meetup *continues every 3rd Wednesday*

June 15, 11 a.m.-3 p.m. – [Wednesday Farmers Market](#) *continues every Wednesday*

June 17, 5 p.m.-9 p.m. – [Downtown Wine Walk](#)

July 7, 5:30-7:30 p.m. – “Meet Me Downtown” social held at THELMA. Sponsored by Gallery & Frame Shop.

Please [RSVP](#) by July 5.

July 13, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

July 20, 8-9 a.m. – Downtown Morning Marketing Meetup *continues every 3rd Wednesday*

July 30 – Shop Small in the Summer

Additional downtown events and activities can be found on our [website](#) or our [Facebook page](#).

Businesses & Property Notes

Details about on-going economic restructuring support (i.e. Market Analysis, Business Start-up Assistance, Business Recruitment, Property Listings, Vision Planning for the Arts & Entertainment District, the Riverwalk District and The Gateway District) are available here:

<http://www.downtownfdl.com/dfp/support.html#er>

New, Relocated, or Closed

- Thrive Church has purchased St. Joseph’s Church at 79 E. Second Street. Thrive was previously located at 24 E. Scott Street.
- Facade Design Grants have been awarded to Dawn Sabel for 76 S. Macy Street and to Doug Sabel for 72 S. Main Street. The grant provides up to \$4,000 to assist in the research and design of façade improvements. 75% of design costs (architectural and historical research costs) are reimbursed when the design is complete. The 25% balance is reimbursed upon completion of the project. This grant is intended to ensure quality building design and provide complete construction plans for renovation projects.
- 1848 Pub and Grub at 11 E. Second Street closed on June 5.
- Jackson Kahl Insurance has moved out of 39 S. Marr. They will be constructing a new building on Pioneer Road. The State of Wisconsin will be leasing the building from the Kahl’s for office use.
- The Retlaw Hotel will be going up for auction June 27-29. Staff has been working with a potential new owner.

Downtown Market Analysis

- A draft of the Downtown Market Analysis was presented to the DFP Board during the June meeting. The full report will be distributed electronically when it is completed.

Downtown Parking

- The data from the parking survey completed by business owners is currently being analyzed; however, initial review of the data indicate that most business owners are unaware that parking meters may be paid using credit cards via a smart phone.
- Passport Parking is a mobile app that allows customers to pay parking meter fees from a mobile device. Users download the Passport Parking mobile app and set up an account, enter the parking meter number, and the length of time. Parking fees will automatically be charged to the user’s credit card. Passport Parking stickers are affixed to all meters and include a scan-able QR code to quickly download the app.
- As a reminder, downtown employees should not be parking in the free parking areas on Main Street.

Organization Notes

Details about on-going organizational support (i.e. Meet Me Downtown, Monthly Newsletters, Networking & Educational Sessions for Business Owners, Volunteer Coordination, Discount Cards) are available here: <http://www.downtownfdl.com/dfp/support.html#org>

Downtown Morning Marketing Meetups

- These informal marketing roundtables & workshops for downtown businesses will be offered monthly at 8 a.m. with a rotation of topics: Deep Dive (specific training on one topic), Event Advantages (how to get the

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most out of an upcoming downtown event), and Guest Presenters (experience from comparable communities). Please come with ideas and questions to share.

- This month's focus will be on how to take advantage of upcoming events for the summer.
- This first meetup will be hosted at the Idea Studio to give business owners a chance to have a Sneak Peek before the grand opening on July 23. Future meetups will be held at THELMA.
- Monthly meetups will occur on the 3rd Wednesday of the month at 8 a.m.

Meet Me Downtown

- The 3rd Quarter Meet Me Downtown, sponsored by Gallery & Frame Shop, will be held on July 7 at THELMA. From 5:30 -7:30. Free heavy hor d'oeuvres and cash bar. Please [RSVP](#) by emailing info@downtownfdl.com.
- Meet Me Downtown Week – August 1-5, 2016
 - Held the first week of August, Meet Me Downtown Week is designed to connect downtown employees with downtown businesses.
 - If you would like to offer a special promotion to downtown employees during the week, please send details of your offer to info@downtownfdl.com.
 - A group photo of downtown business owners and employees will be taken on August 2 at 8 a.m. on Sheboygan Street near THELMA. Participants are encouraged to wear clothing or bring a prop to represent their business.
 - A social gathering for downtown employees will be held on August 3 at 4:30 p.m. at Downtown Deli to Go

Marketing & Event Notes

Details about on-going marketing support (i.e. Marketing Assistance, Wednesday and Saturday Downtown Fond du Lac Farmers Market, Fondue Fest, Chili Crawl, Monster March, Shop Small Holiday Campaign, Downtown Gift Certificate) are available here: <http://www.downtownfdl.com/dfp/support.html#promo>

Downtown Wine Walk – June 17, 5 p.m. – 9 p.m.

- During the Wine Walk, Fond du Lac's downtown businesses become "tasting rooms" where attendees may sample up to 10 different wines throughout the evening.
- Tickets are \$20 each in advance or \$30 on the day of the event and include a souvenir wine walk glass and up to 10 wine tastes through the evening. A total of 350 tickets are available.
- Full details and ticket sales are available at fdlwinewalk2016.eventbrite.com

Saturday Farmers Market – May 14-October 29, 8 a.m. – Noon

- If you have residential tenants, please remind them that Main Street is restricted parking in the market area from 6 a.m.-Noon on Saturdays in the summer. Vehicles will be ticketed and, in the interest of public safety, will not be able to leave the market area until after the market has closed.
- Any downtown business may request a 10x10 space during the Saturday Farmers Market. The request will be granted provided that adequate space is available. Reserving a space for the full season this late into the season is difficult, but may still be possible if requested soon.

Shop Small in the Summer – July 30

- This marketing campaign will utilize existing "Shop Small" campaign materials with a summer sun addition and encourage shoppers to shop small on July 30. Businesses are encouraged to offer outdoor sales or have a satellite location in the Farmers Market footprint to direct traffic to their store during the July 30 date. This marketing campaign will take the place of the former "Sidewalk Sale" event.

Social Media

- If your business is taking advantage of hashtags on social media, please consider utilizing #downtownfdl, #wedefinefdl, #rediscoverfdl on your posts.
- The DFP Facebook page reaches more than 6,000 people each week. We happily share business posts, add business events to our event feed, and even offer Facebook ads to downtown businesses. Contact us to learn more or with questions.

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Design Notes

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America Saves

- The America Saves program will be conducting follow-up site visits on Tuesday, June 14. Business owners who participated in the program have been contacted to arrange for the best time to meet.

Adopt a Park Program

- Thank you to the numerous businesses who have contacted the DFP to “Adopt a Park.” If you are interested in “Adopting a Park” to plant additional flowers and foliage, please contact Amy Hansen for more details. Areas range from 10 sq. ft. to 1000 sq. ft.

Notes from Other Businesses

Life Enforcement (104 S. Main St.) would like to shine a light on the generosity of the Downtown Businesses who take care of their community every day. Executive Director, Keywon Brown will be reaching out to businesses owners to find out about what has inspired business owners to take action in the community, how he would like to highlight those actions, and talk more about Life Enforcement’s T’KOD program.

The **Family Resource Center** (104 S. Main St.) is participating in The Once Upon a Book Drive which runs June 15th through the end of August, collecting new and gently used quality children’s books for ages 0 to 12. There are donation points all across the state and our Family Resource Center in Fond du Lac is one of the collection and distribution locations. If your business is interested in supporting this effort, please consider helping in one of the following ways: be another book collection point either during the drive or even on an ongoing basis, contact the FRC to request a poster to promote the book drive. Offer families a coupon when they donate a book or books. Donate gift cards or funds for books to be purchased by Family Resource Center to distribute to families. Contact Michelle Morris at the FRC (mmorris@fdlfrc.org) for more details.

Downtown business owners are encouraged to share conversation and collaborative opportunities using the Downtown Business and Property Owners Facebook group: <https://www.facebook.com/groups/DFPeeps/> If you would like to include information in the “Notes from Businesses” section, please email before the second Wednesday of the month.

Contact Us

General Inquiries or responses to items from this news bulletin can be sent to info@downtownfdl.com or reach us via phone at 920-322-2006.



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Our staff includes:

Amy Hansen, Executive Director

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Tracy Reinhart, Farmers Market Manager

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Stay Connected

- **Facebook Group** – This closed group welcomes downtown business and property owners to discuss with one another or with DFP regarding questions, promotions, events, and services in the downtown area.
<https://www.facebook.com/groups/DFPeeps/>
- **Facebook Page** – Our public page showcases great things happening downtown!
<https://www.facebook.com/DowntownFDL/>

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